

ABSTRACT

A method, system and product for delivering a postal mailpiece to a recipient address. A registration based mail-addressing protocol is utilized that allows a postal recipient to create and maintain a proxy address, which is dynamically associated with  
5 the recipient's postal address and is more simple than the postal address. The sender of a postal mailpiece addresses the mailpiece with the simplified proxy address instead of the burdensome recipient postal address. The method, system and product allows recipients to create and manage proxy addresses, detects a proxy address on a mailpiece and takes the appropriate measures to deliver the postal mailpiece to a physical address  
10 corresponding recipient postal address.

09730059-12000